

“It Just Feels Right”:  
Why Your Customers’  
**Real Decisions** Never  
Make It into Your  
Research Data



Annett Pecher





# What we will cover:



Why most research misses the emotional truth behind customer behaviour  
(And what that's costing your brand today)

How to uncover what customers can't tell you  
(Using behavioural science and deep-dive techniques)

Real-world case study: How a retail brand unlocked repeat purchase growth  
(By activating emotional shortcuts customers didn't know they were using)

3 practical ways to make your insight work harder—starting tomorrow  
(No fluff. Just strategies you can steal.)



Can you relate?

emotional logic 

“We ran the study,  
implemented the results, but  
behaviour did not change.”

**70%** of attempts to influence  
buyer behaviour fail.

Here is why...





# The mismatch that costs millions

emotional logic 

A woman with dark hair and purple lipstick is sitting at a wooden table, writing in a small notebook with a purple pen. She is wearing a blue jacket over a purple top. The background is slightly blurred, showing a wooden wall.

**73%** state they plan  
their meals

A person is holding a large, dark green plastic shopping basket filled with various groceries, including bags of chips, a box of cereal, and other packaged items. The person is wearing blue jeans. The background shows a grocery store aisle.

**65%**  
of their basket items  
were unplanned

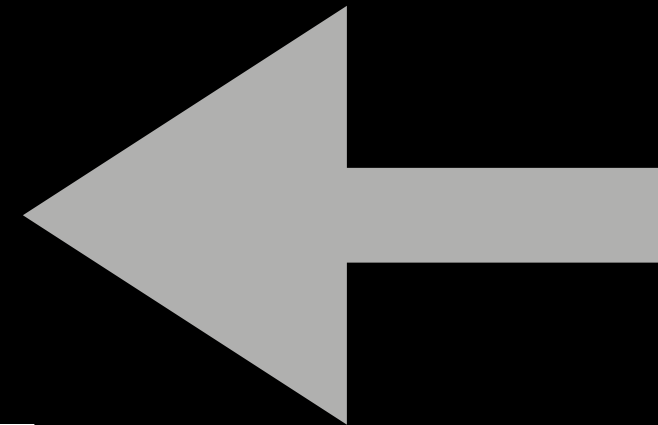
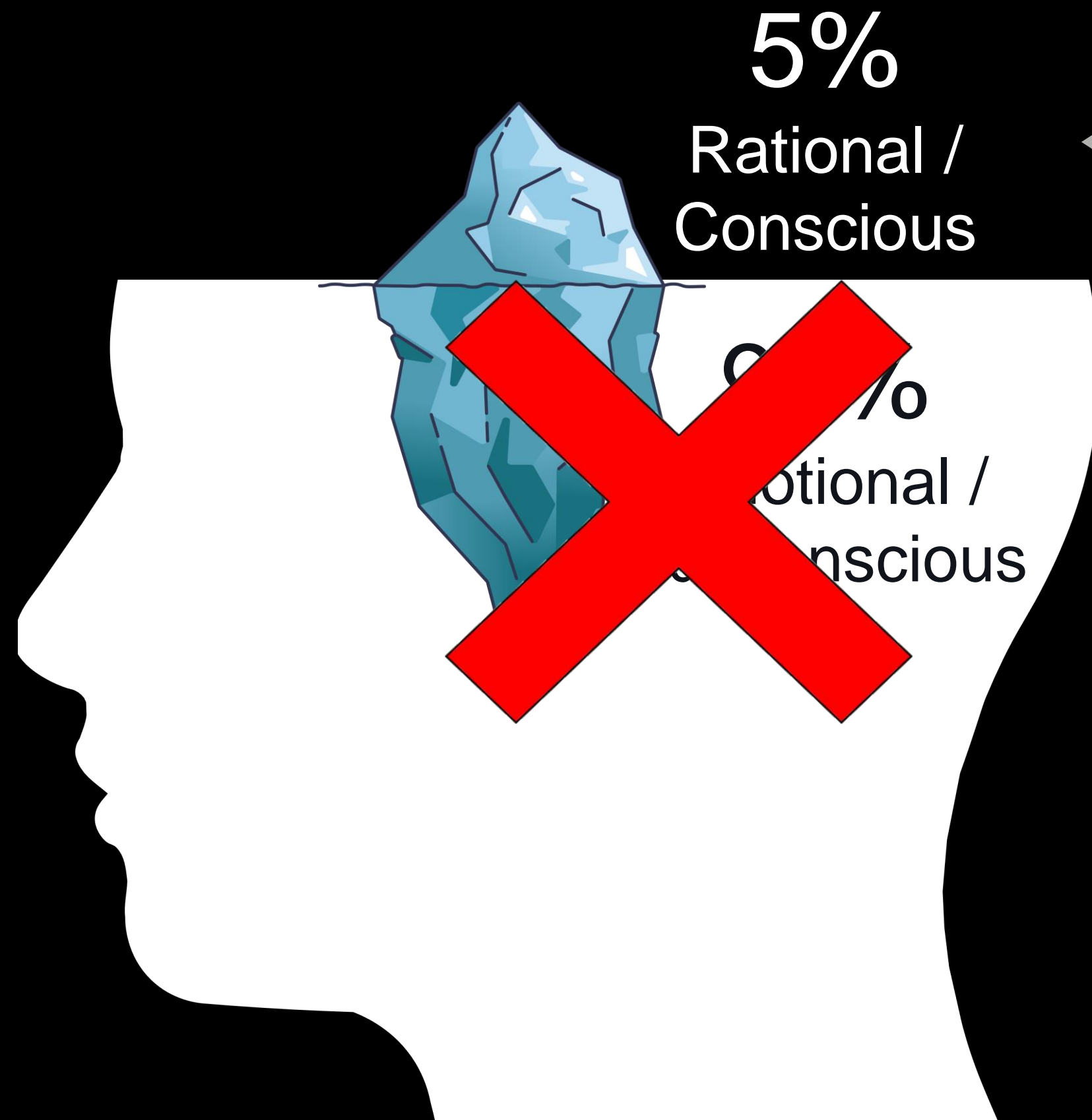




What if your biggest **insight investments** are targeting the **wrong** 5% of the brain?

The insight you can't see

emotional logic 

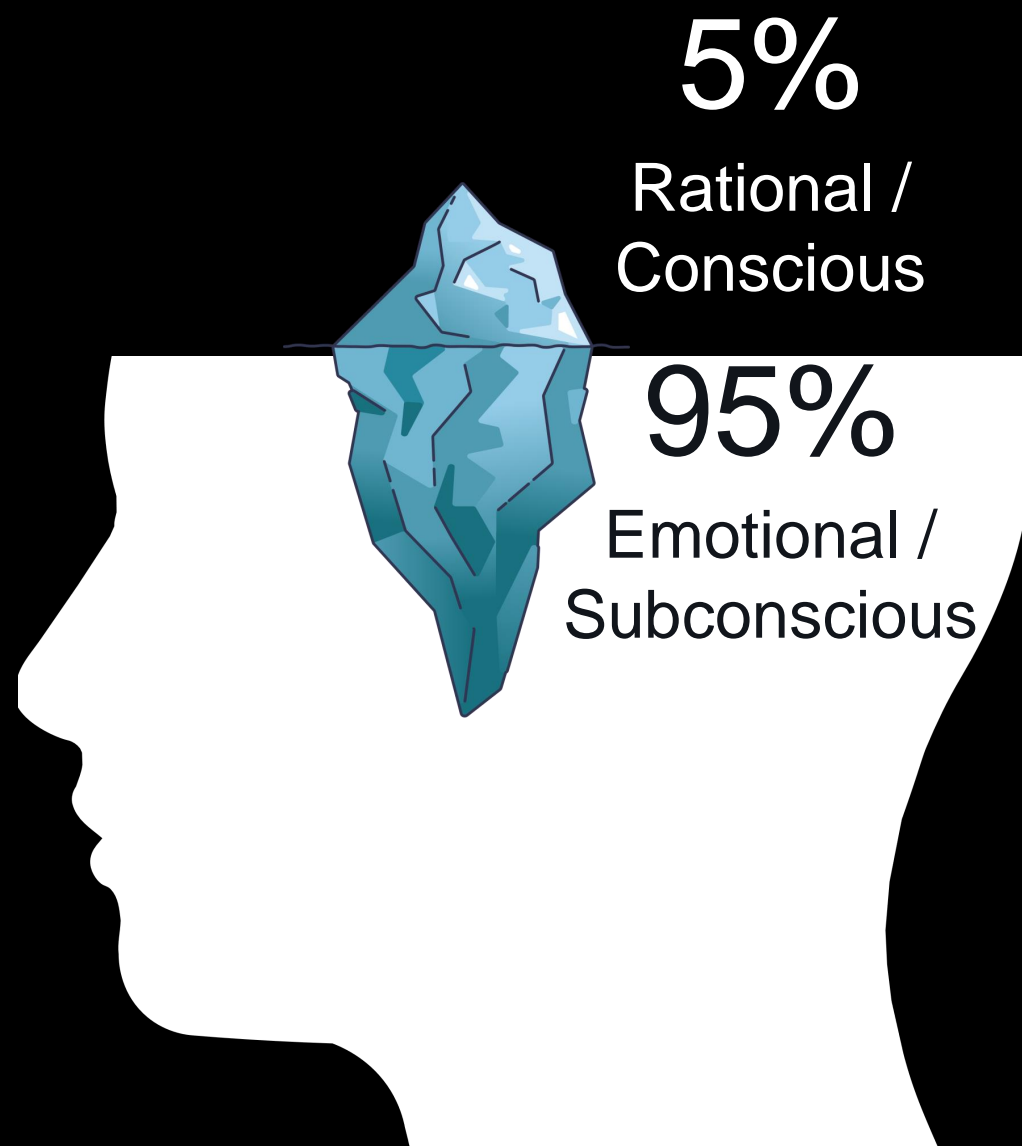


Most research (still)  
hits here

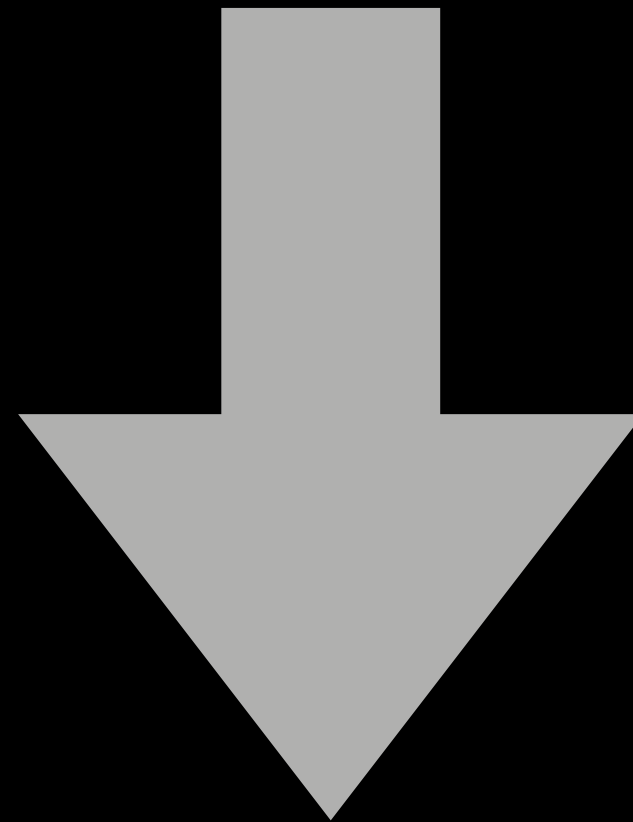
**Missing emotional  
depth.**

Leaving sales, loyalty  
and growth untapped

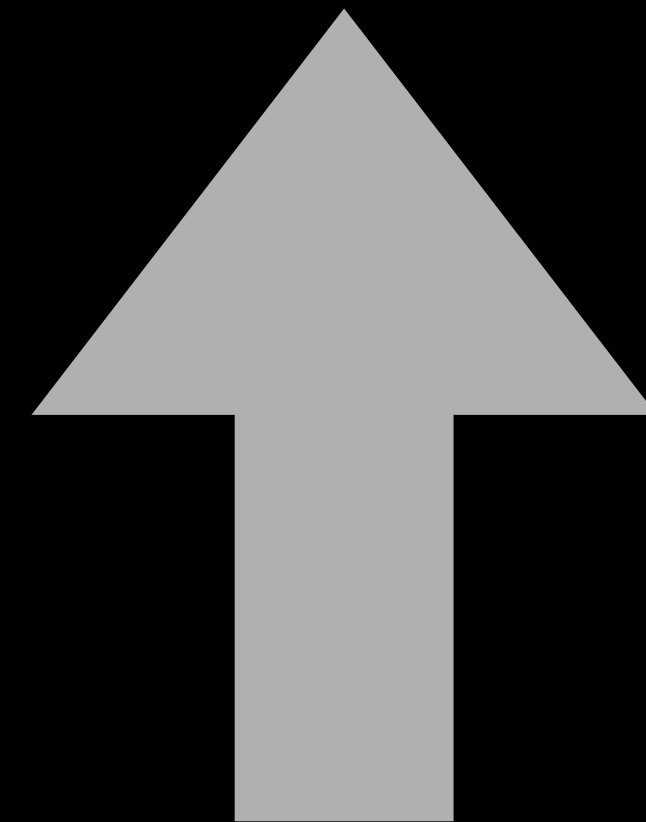
# Why most research misses the emotional truth



We think we make  
decisions like this:



When we actually  
decide like this:



Post-rationalisation



# How we reveal what customers can't tell you



- **Motivation Deep Dive / Cognitive interviewing:** Reveals the emotions that sit underneath the decision
- **Behavioural science:** Identifies predictable patterns unique to your category
- **Neuro-science:** Measures what people react to in real time
- **AI Analytics:** Processes large-scale emotional and behavioural data at speed



# How we reveal what customers can't tell you



- Academic research grounded
- Agile modular approach
- Tested across 30 sectors
- Proven ROI

Proving that emotional resonance—that “it just feels right” moment—can be identified, measured, and optimised to drive commercial outcomes.



# Real Life Example: Retail Brand



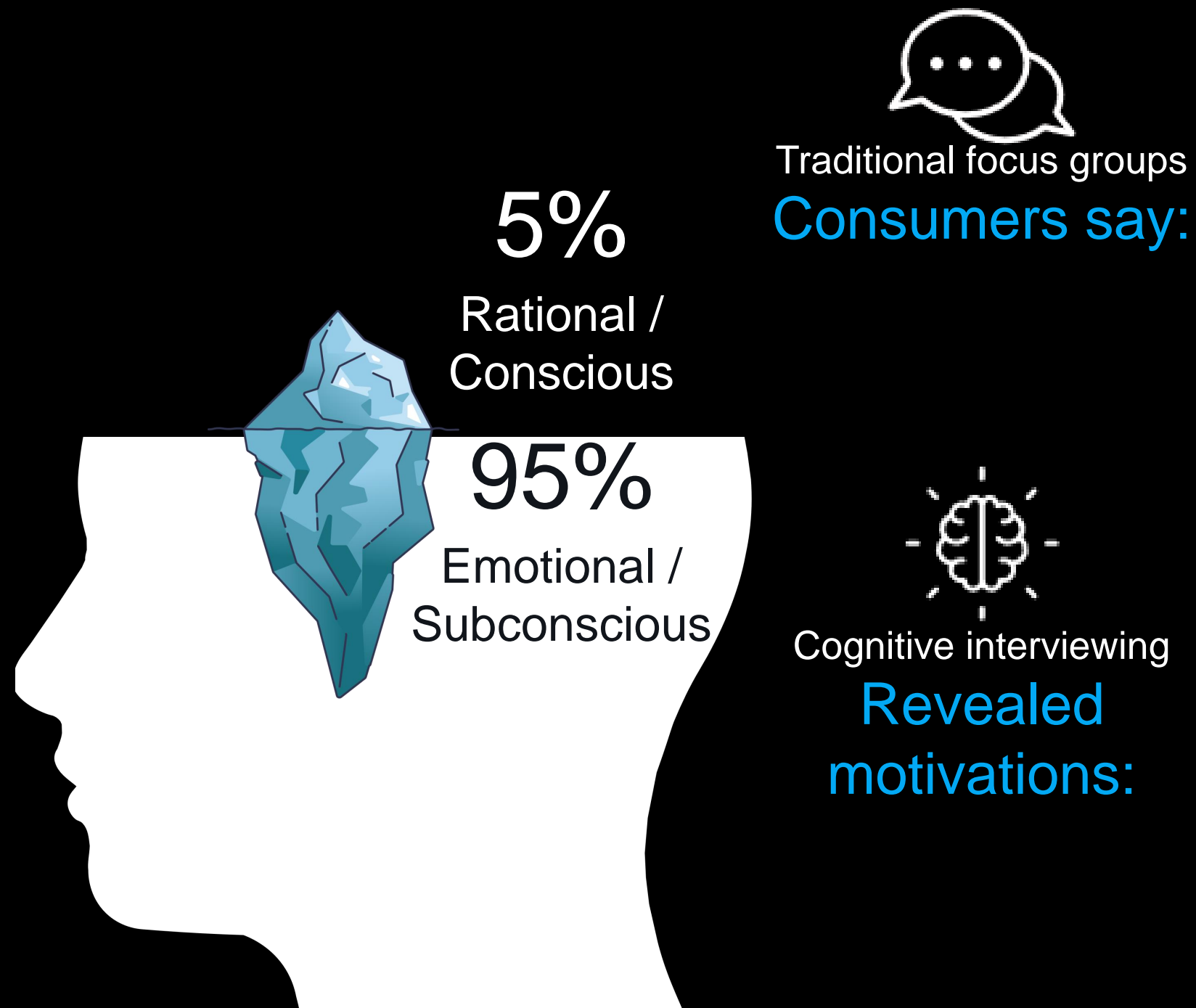
Their loyalty rates were flat.  
Repeat purchase was lagging.  
They thought it was price. It wasn't.

By uncovering the emotions driving  
loyalty, we saw a 16% uplift in repeat  
purchases.

And the insight took only 4 weeks from  
brief to actioning.



# Real Life Example: Retail Brand



- Value for money
- Product range
- Aftercare
- Staff expertise
- Returns policy

- Excited
- Effortlessly stylish
- Sense of achievement
- Feeling special

## Transaction Data Analysis

Impact on sales:

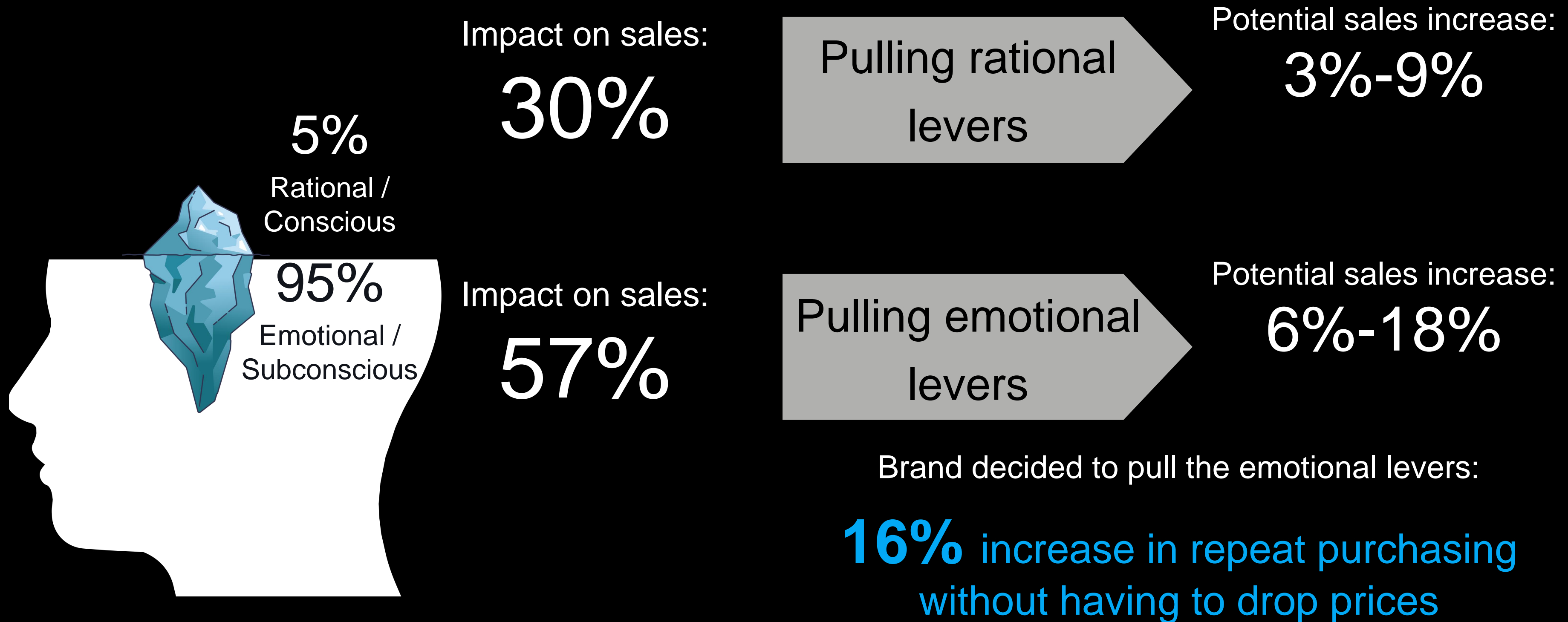
30%

Impact on sales:

57%



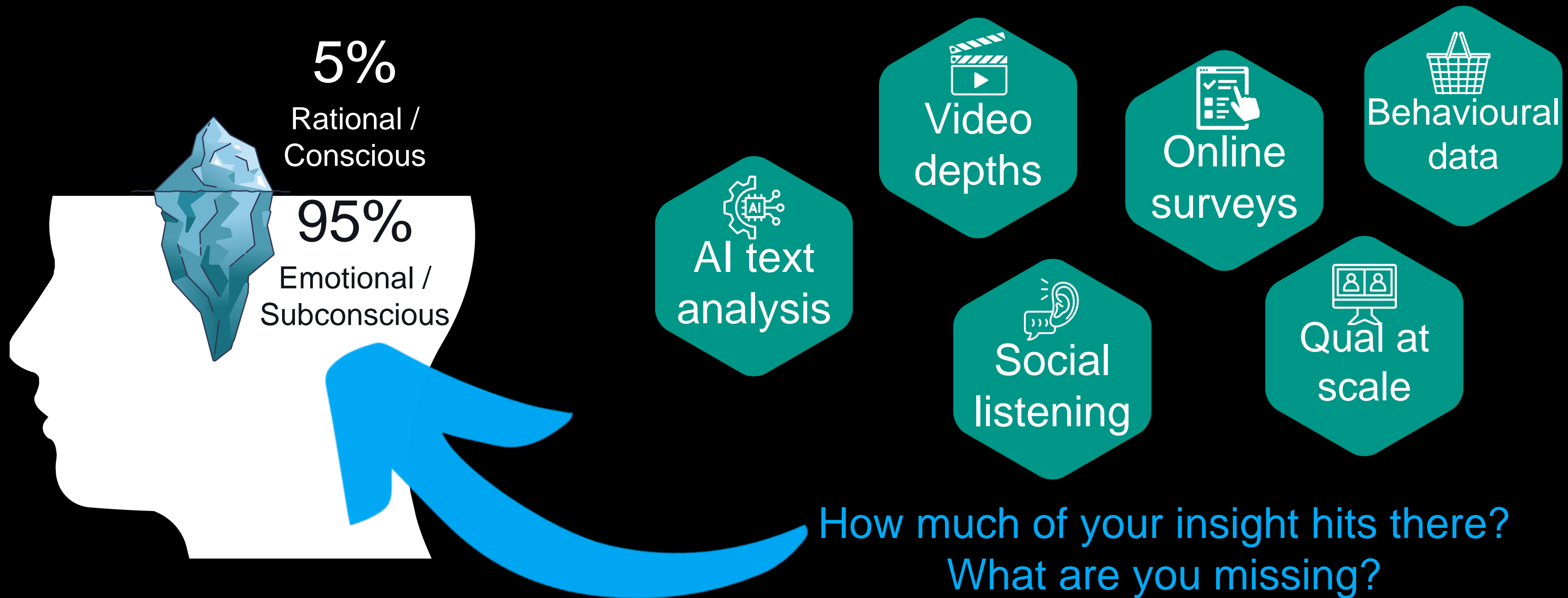
# Real Life Example: Retail Brand





Fast, cheap, agile ... but are we getting it right?

## The new insight landscape





In summary...



“It just feels right.”

Because when it feels right to  
your customers, they act.

Emotion isn't soft. It's the  
sharpest tool you're not using.



# 3 things you can do right now



1. Rewrite survey questions to ask customers how you make them feel.
2. Add 10-min “emotional deep dive” interviews post-quant.
3. Use emotional mapping for brand journeys



# Emotional Logic



We help you uncover what customers can't tell you

Deeper insight into the 95% of decisions made subconsciously

Clear emotional levers that influence behaviour and loyalty

**Want to find the emotional truths your research is missing?**

Get your **free emotional insight gap analysis**. Booth 500





For further information please contact:



Annett Pecher  
Director

T  
E  
W

+44(0) 800 334 5359

[team@emotional-logic.co.uk](mailto:team@emotional-logic.co.uk)

[www.emotional-logic.co.uk](http://www.emotional-logic.co.uk)